

REP HEADLINE# 6365916 TTF# 497851 REP: TEL# 703-516-9399 FAX# 703-516-9680
 \$\$\$ UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! HARRIS REPORT FROM REP OCT10/12 14.35
 ORDER WORKSHEET **CHANGES** *** WFSB-TV ***

ADV # _____ ADV. NAME _____ ISS/DSCC IE _____ REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME _____ GREAT AMERICAN MEDIA _____ BUYER NAME DAN NAGELBERG _____
3050 K ST NW, _____ SALES PRSN WA- HEATHER UTTELEY (H) _____
WASHINGTON, DC 20007 _____

REP HEADLINE# 6365916 TRF# 497851
\$\$\$ UNAPPROVED REV #1 \$\$\$

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CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

[illegible]

MARKET TOTALS	\$227,500	WFSB 24%	WTNH 19%	WVIT 24%	WTIC 30%	WCTX 2%	WCCT 1%	WHPX 0%
			CABL 0%					

ACCURATE SHARES

SVC- NSI
DEMOS- RA35+*

MOD CODE	A-ADD	B-BUY TYPE	C-CANCELLED	DE-DELETE	E-EFF DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM NAME
P-CLASS,PLAN,SECT	Q-PAID PGM	R-RATE	S-SPOTS PER WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS	*-MULTIPLE

CONTRACT


wfsb.com

WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

And:

Great American Media (GMMB)
1010 Wisconsin Avenue
Washington, DC 20007

Contract / Revision 497851 /		Alt Order # 06365916
Product DSCC IE		
Contract Dates 10/09/12 - 10/15/12		Estimate # 1991
Advertiser Democratic Senatorial Campaign Committee		Original Date / Revision 10/10/12 / 10/10/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WFSB	Account Executive Heather Uttley	Sales Office HRP-WASHING
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 49	Product Code 53
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	10/09/12	10/15/12	10am-11am	10am - 11am		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				2	\$500.00			
2	WFSB	10/09/12	10/15/12	11a-12p Price is Right	11am - 12pm		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				2	\$750.00			
3	WFSB	10/09/12	10/15/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				2	\$950.00			
4	WFSB	10/09/12	10/15/12	Eyewitness News	6:30am - 7am		:30			NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				2	\$1,400.00			
5	WFSB	10/09/12	10/15/12	Inside Edition	7pm - 7:30pm		:30			NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				3	\$1,600.00			
6	WFSB	10/09/12	10/15/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				1	\$800.00			
7	WFSB	10/09/12	10/15/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				2	\$1,600.00			
8	WFSB	10/09/12	10/15/12	9am-10am	9am - 10am		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				2	\$550.00			
9	WFSB	10/15/12	10/15/12	Hawaii 5-0	10pm - 11pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1-----				1	\$7,000.00			
10	WFSB	10/14/12	10/14/12	The Mentalist	10pm - 11pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$7,000.00			
11	WFSB	10/14/12	10/14/12	The Good Wife	9pm - 10pm		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
 333 Capital Blvd
 Rocky Hill, CT 06067
 (860)728-3333

Contract / Revision	Alt Order #
497851 /	06365916

Contract Dates	Product	Estimate #
10/09/12 - 10/15/12	DSCC IE	1991

Advertiser	Original Date / Revision
Democratic Senatorial Ca	10/10/12 / 10/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$7,500.00			
12	WFSB	10/09/12	10/09/12	Vegas	10pm - 11pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-1-----				1	\$7,000.00			
13	WFSB	10/09/12	10/09/12	NCIS: LA	9pm - 10pm		:30			NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-1-----				1	\$9,000.00			
N 14	WFSB	10/12/12	10/12/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----F--				1	\$750.00			
Totals											22	\$55,350.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	22	\$55,350.00	\$47,047.50
Totals	22	\$55,350.00	\$47,047.50

Signature: _____ Date: _____

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